

ABSTRACT

Audrey Riethle / Marilyn Morgan

Participation in panel discussion on “Corporate Communication Strategies and Challenges” at Research Institute Publishing Executives Conference meeting on Thursday, October 19, 2000, RAND Corporation, Santa Monica, CA

Title of talk: “The JPL Brochure Process”

We will describe:

- ◆ Who our customers are
- ◆ How the JPL clearance procedure for external materials works
- ◆ The types of outreach and educational materials we produce
- ◆ Our working methods for designing and editing different types of products

We plan to bring samples of JPL printed products to show and discuss.